

**U.S. DEPARTMENT OF STATE U.S. EMBASSY SOUTH AFRICA PUBLIC AFFAIRS
SECTION NOTICE OF FUNDING OPPORTUNITY**

Funding Opportunity Title: American Spaces Program Management and Staffing

Funding Opportunity Number: DOS-PTA-202008

Announcement type: Cooperative Agreement

CFDA Numbers: 19.441 - ECA American Spaces; 19.040 - Public Diplomacy Programs

Deadline for Applications: July 22, 2020; 23:59 SAST

Total Expected Funds: \$155,000 Contact: PretoriaGrants@state.gov

Expected Number of Awards: One Award will be made under this funding opportunity. However, the Grant Officer may determine that two awards are necessary to comply with U.S. Federal funding regulations. In such a case, the two awards would be made to the same awardee but with different funding sources and for distinct specific purposes as required by law or policy.

Please read this announcement carefully prior to applying.

For-profit entities are not eligible to apply for funding under this announcement. No exceptions can be made to this requirement.

The Embassy cannot provide additional guidance or preliminary feedback on proposals as that may give or be construed to give any one applicant a distinct advantage over another in the application process.

For questions relating to Grants.gov, please call the Grants.gov Contact Center at 1-800-518-4726.

A. PROGRAM DESCRIPTION

The Public Affairs Section of the U.S. Embassy South Africa announces an open competition for organizations to submit applications to support programming and outreach at The American Corner Pretoria (ACP), the Mae Jemison Science Reading Room (Mae J) in Mamelodi, the Rosa Parks Library (RPL) in Soweto and a new American Corner in Braamfontein. Proposals are requested from organizations that have the necessary capacity, experience, and knowledge to support the implementation of programs as part of an inclusive, flexible, and responsive engagement strategy.

Through strategic outreach, innovative programming, and productive alliances, the U.S. Mission South Africa's American Spaces program will engage youth, organizations, and key influencers on thematic topics that are interesting and relevant, and that support the audience's ability to think critically, promote U.S. and South African linkages, and take action to advance health, security, governance, and prosperity in South Africa. The selected partner organization must be able to collaborate with stakeholders and coordinate activities that are already defined (and which will be discussed in detail with the selected applicant), as well as add value through the inclusion of additional concepts, audiences, and participants. Logistical and financial management capabilities and a focus on innovative approaches will be critical components of a successful proposal.

ACP is embedded in the City of Tshwane's Es'kia Mphahlele library located in the city's central business district. This urban location presents various opportunities for engagement with post-secondary school youth, educational institutions, media, civil society organizations, industry, and government. Programming at this site is dynamic and multi-faceted, and supports public diplomacy goals with broad engagement of diverse audiences on a variety of relevant themes.

Mae J is located at the University of Pretoria's Mamelodi campus. Mae J is a part of the university's efforts to serve as an anchor institution to drive urban regeneration while providing enhanced educational opportunities to youth in the area. Programming at this site is designed to support the Embassy's goals through engaging youth and at-risk populations, while specifically promoting the study of STEM-related fields as a path to improved opportunity. Primary audiences are usually younger learners, the majority of whom are in high school.

Rosa Parks Library (RPL) in Soweto is a historic location that has fostered cultural understanding between South Africans and Americans since the 1970's. Over the years, it has developed from a place for struggle leaders to learn about human rights and constitutional democracy to a leading venue fostering entrepreneurship, STEAM education and technology in the White City neighborhood of Soweto and beyond. The library regularly hosts community leaders as well as alumni of U.S.-sponsored exchange programs to share their advice and experiences with our audiences.

Mission South Africa is in the process of identifying space for a new American Corner in Braamfontein (ACB). This new location is intended to expand programmatic reach to university student audiences and offer programs to enhance the exciting entrepreneurial spirit at the heart of Johannesburg. The programming focus in this new space will be on STEAM education, technology, and entrepreneurship, while strengthening existing collaborations and identifying new partners in Braamfontein.

More information about the American Spaces program can be found here:

<https://za.usembassy.gov/education-culture/american-spaces/>

The selected awardee must have organizational capacity to support the continued employment of the current five staff members at the three existing sites and one additional part-time staff member at the new American Corner. Such employment, regardless of the mechanism, must fully comply with applicable South African labor laws. The basis for employment as a consultancy, direct employment, or other mechanism must be detailed in the proposal.

All programs must be implemented free of charge to participants. Audiences and participants vary by program. In some cases, programs are open to the public; in other cases, participation is by application/invitation. All programs must feature American content and address at least one of the cross-cutting issues and core program types below. Programs will frequently be shared with other American Spaces within South Africa and in some cases in neighboring countries. The selected applicant is not expected to have expertise in all subject areas; rather, the awardee will have connections to and knowledge of the educational, non-profit, business, cultural, and general civil society ecosystems in order to identify and recruit appropriate program implementation partners.

At all sites, cross-cutting issues that will be integrated in all programs to the fullest extent possible include:

- Combatting gender-based violence (GBV)

- Arts and technology entrepreneurship
- Networking and educational ecosystem involvement

Core Programs of American Spaces are:

- English Language Learning
- Education USA
- Alumni Activities (focused on alumni of U.S. Government Exchange Programs)
- Cultural programs
- Information about the United States

Building upon the core programs, specific program concepts and activities include but may not be limited to:

- Arts entrepreneurship programs with The Democratization of Art/Art for All as an overarching premise
 - Visual arts activities
 - Arts dialogues with U.S. and South African Universities
 - Arts-sector entrepreneurship training and events

Anticipated Outcomes:

- Increased and more diverse use of ACP
- Broader audience understanding of U.S. models of entrepreneurship and innovation
- Linkages with arts organizations and creative industries
- A new, more vibrant, community around ACP
- Media coverage about ACP and the ARTS@ACP program
- Media Literacy and Journalism Clubs
 - Interactive workshops
 - Production of thematic podcasts
 - Increased participation of community and university radio organizations in American Spaces activities
 - Coverage of ACP and Mae J events and behind-the-scenes access to Embassy events

Anticipated Outcomes:

- ACP as a convener for cultural, educational, and policy discussions with a plurality of local media organizations
- Increased and more diverse use of ACP
- Cultivation of new community-based media contacts

- Media coverage about RPL, ACP, and Mae J, and ACB.

Outreach and networking

- ACP staff media engagement with local outlets
- University and EducationUSA activities
- Expanded social media linkages with the host and partner institutions

Anticipated outcomes:

- Increased local academic institutional linkages with ACP, particularly with regard to research and bilateral collaboration
- Increased and more diverse use of ACP
- Cultivation of cross-sector contacts
- Strengthened relationships with the host institutions
- Specific Entrepreneurship Programs
 - Various existing programs
 - Innovative new programs

Anticipated Outcomes:

 - Increased academic and industry linkages with RPL, ACP, and ACB
 - Increased and more diverse use of ACP, RPL, and ACB
 - Cultivation of cross-sector contacts
 - Strengthened relationships with the host institutions
- STEM Programs
 - Various existing programs
 - Innovative new programs

Anticipated Outcomes:

 - Implementation of host institution and local academic STEM programs at ACP, RPL, ACB, and Mae J
 - Increased academic and industry linkages with ACP, RPL, and ACB
 - Increased and more diverse use of ACP
 - Cultivation of cross-sector contacts
 - Strengthened relationships with the host institutions
- MOOC facilitator training and other types of train-the-trainer initiatives on specific topics.
 - Various existing programs
 - Innovative new programs

Anticipated Outcomes:

 - Increased academic and industry linkages with ACP, RPL, and ACB
 - Increased and more diverse use of ACP, RPL, and ACB
 - Cultivation of cross-sector contacts
 - Strengthened relationships with the host institutions
- Support for staff-generated programs on key themes

A successful proposal must include the development and publication of a press and social media kit for all activities, in collaboration with the Grant Officer and in compliance with a detailed branding plan.

Applicants must allocate approximately \$80,000 for coordinator staffing costs, including all benefits and employer-paid taxes. This is in addition to any organizational staffing costs, such as costs for a project manager or accountant dedicated wholly or in part to this program.

Organizational staff must be available to attend periodic meetings and program events in Pretoria.

Priority Region: Project activities must take place in South Africa and be directed at South African audiences/participants. All program activities must be linked to American Spaces in Pretoria CBD, Mamelodi, and Soweto and Johannesburg. The grantee will on occasion work with the Embassy and Consulates in Pretoria, Johannesburg, Durban, and Cape Town to determine if there are opportunities to share programs with American Spaces in other provinces.

Program Goals and Objectives: The overall goals of the program are to build understanding of United States culture and society based on models of entrepreneurship, civic participation, good governance; to cultivate and expand relationships between the U.S. Embassy and local government, civil society, academic, and industry organizations; and to facilitate people-to-people dialogue in support of increased mutual understanding. Objectives that support these goals are specifically linked to the activities listed above.

Participants and Audiences: Participants and audiences vary widely according to the specific objectives and themes of each program. Target audiences must be South African, and may include government, academia, civil society, youth, media, and the general public.

B. FEDERAL AWARD INFORMATION

Length of performance period: 30 September 2020 to 01 April 2022, 18 months. Time extensions may be possible depending on circumstances.

Number of awards anticipated: One award (see above)

Award amounts: \$155,000

Type of expected funding: FY20 Fulbright-Hays Public Diplomacy Funds

Anticipated program start date: 30 September 2020

This notice is subject to availability of funding.

Funding Instrument Type: Cooperative agreement. Applicants should note that Cooperative Agreements are different from Grants in that embassy staff are more actively involved in the implementation of the funded program.

Significant involvement from the Embassy in the American Spaces program will include but is not limited to: selection of coordinator staff, development and approval of a program press and social media kit; selection of content and participants; scheduling; selection of program locations; selection of co-collaborators; and direction of specific programs and/or program types.

Program Performance Period: Proposed activities can be of varying lengths according to the specific needs of each program. All proposed activities under the overall program should be completed in 18 months or less.

The Department of State will entertain applications for continuation grants funded under this award beyond the initial budget period on a non-competitive basis subject to availability of funds, satisfactory progress of the program, and a determination that continued funding would be in the best interest of the U.S. Department of State.

C. ELIGIBILITY INFORMATION

1. Eligible Applicants

The following United States and South African organizations are eligible to apply:

- Not-for-profit organizations, including think tanks and civil society/non-governmental organizations;
- Public and private educational institutions.

Please note that applications from for-profit organizations will **not** be considered by the Grants Review Committee.

2. Cost Sharing or Matching

Cost-sharing is not required.

3. System for Award Management (SAM)

Any applicant listed on the Excluded Parties List System (EPLS) in the [System for Award Management](#) is not eligible to apply for an assistance award in accordance with the Office of Management and Budget guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR, 1986 Comp., p. 189) and 12689 (3 CFR, 1989 Comp., p. 235), “Debarment and Suspension.” Additionally, no entity listed on the EPLS can participate in any activities under an award. All applicants are strongly encouraged to review the EPLS in SAM to ensure that no ineligible entity is included.

To be eligible to receive an award, all organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet, a CAGE/NCAGE code, and a valid registration in SAM. Applications from organizations that have not applied yet for a DUNS number and CAGE/NCAGE code will not be considered by the Grants Review Committee.

DUNS number: If your organization does not have one already, you may obtain one by calling 1-866-705-5711 or visiting <http://fedgov.dnb.com/webform>.

CAGE/NCAGE code: Please visit <https://eportal.nspa.nato.int/AC135Public/CageTool/home> to request a code if your organization does not have one already.

Instructions for the NCAGE application process can be found here:

<https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf>.

For NCAGE help call 1-888-227-2423 (toll free) or 1-269-961-7766 (internationally). Email NCAGE@dlis.dla.mil for any problems in getting an NCAGE code.

SAM registration: Once your organization has a DUNS number and NCAGE code proceed to register in the System for Award Management by logging onto: <https://www.sam.gov>. SAM registration must be renewed annually.

For information about SAM registration, please contact SAM supporting Federal Service Desk at www.fsd.gov, or by telephone at 866-606-8220 (toll free) or 334-206-7828 (internationally), for free help.

SAM supporting Federal Service Desk can help with:

- Creating an account
- Assigning roles to an account
- Entity Registrations
- Exclusions
- Searching for data in SAM

Please note: DUNS, CAGE/NCAGE, and SAM registration are no-fee registration processes. **No payment is required.**

The Embassy of the United States in South Africa and its Consulates are unable to provide guidance or technical support with these registration processes.

4. Number of Applications Allowed

Applicants are only allowed to submit one proposal per organization.

D. APPLICATION AND SUBMISSION INFORMATION

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.

Applications should be emailed to PretoriaGrants@state.gov. Applications sent to any other email address will not be considered

Applications are accepted in English only. Final grant agreements will be concluded in English.

In addition to a proposal narrative, applications must include a detailed budget spreadsheet and budgets must be submitted in U.S. dollars.

The budget worksheet linked to this notice of funding opportunity is a useful planning tool that expands on the required SF-424 application form and provides a detailed list of expenses proposed within each category. It is not required but is **strongly recommended** as part of the application package.

Documents submitted by disc, portable hard drive, cloud-based file sharing service, or other mechanisms will not be reviewed.

1. Content and Form of Application Submission

The following application forms are **mandatory**, and the Grants Review Committee will not consider applications without them:

- **SF-424** (application for federal assistance – organizations).
- **SF-424A** (budget information for non-construction programs).

SF-424 forms are available at <https://www.grants.gov/>.

All documents must be named as follows: (Organization name).(Document title).American Spaces Proposal2020

All documents must be submitted in Microsoft Word or Excel format, or as a pdf. Applications submitted by zip file, cloud sharing service, link, or disc will not be reviewed.

Proposal Guidelines:

The proposal should contain sufficient information so that anyone not familiar with the program would understand exactly what the applicant wants to do. Proposals must include all the items below, in this order:

- **Executive Summary:** applicant name and organization, proposal date, program title, program period proposed start and end date, and a brief description of the applicant's vision, value added, and capacity to manage the program. 1 page maximum.
- **Proposal Summary:** Short narrative that outlines how the applicant would manage the program, including specific tactics that support the program objectives described in section A, above. 2 pages maximum.
- **Overview of the Organization Applying:** A description of past and present operations, showing ability to carry out the program, ability to organize events and logistics, and information on all previous grants from the U.S. Embassy and/or U.S. government agencies. 2 pages maximum.
- **Value Added:** A short description of the organization's overall value added to the program, in terms of additional concepts, audiences, linkages, participants, and stakeholders. What makes this organization the best fit as a management partner for American Spaces programs? How does this organization's participation enhance the existing plan? Describe the overall contribution to management and program activities and how the applicant will help achieve the objectives. 2 pages maximum.
- **Management Controls and Financial Oversight:** Describe the organization's financial management approach, including safeguards, approval processes, efficiencies, and financial oversight. 2 pages maximum.
- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program? 2 pages maximum.
- **Project Partners:** If applicable, list the names and type of involvement of any key partner organizations and sub-awardees with whom the applicant already has relationships. Do not list potential partners; only existing relationships. 1 page maximum.
- **Monitoring and Evaluation Plan:** Throughout the time-frame of the program, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the stated goals? 2 pages maximum.
- **Media Outreach Plan:** A media outreach plan that takes into consideration amplifying the organization's partnership with the U.S. Embassy; details on how any promotional materials will include U.S. Embassy branding; and capacity for cooperation with the U.S. Embassy press office. 1 page maximum.
- **Budget Justification Narrative:** After filling out the SF-424A Budget (above), use a separate document to describe each of the budget expenses in detail. See section H. Other Information: Guidelines for Budget Submissions below for further information. The workbook template appended to this announcement is strongly recommended as a basis for determining costs in each category of the SF-424 and can serve as a budget justification narrative.

Required Attachments:

- 1-page CV or resume of key personnel within the organization who are proposed to be assigned to the program.
- If your organization has a NICRA and includes NICRA charges in the budget, your latest NICRA should be included as a PDF file (this only pertains to U.S. based organizations).

2. Submission Dates and Times

Applications are due no later than 23:59 Pretoria time on July 22, 2020.

E. APPLICATION REVIEW INFORMATION

1. Criteria

Proposals are requested from organizations that have the capacity, experience, and knowledge of the relevant topics to support the implementation American Spaces programming in South Africa. The selected partner organization will be able to collaborate with an already defined set of stakeholders and initiatives, as well as add value through the inclusion of additional concepts, audiences, and participants. Creativity in implementation, logistics and financial management capabilities, and a focus on innovative approaches will be critical components of a successful proposal. A Grants Review Committee will evaluate all eligible applications.

The guiding principle in evaluating and rating each application is: Will the desired outcomes of the program be achieved? Are the goals and objectives well understood, and is the plan of action likely to succeed? And how will this be measured?

The factors that the Grant Review Committee will consider when making this assessment are:

- **Organizational Capacity and Record on Previous Grants:** The organization has expertise in its stated field and has the internal controls in place to manage federal funds. This includes a financial management system and a bank account.
- **Applicants must demonstrate their capacity for:**
 - Project management;
 - Communication – written and oral;
 - Monitoring and evaluation processes;
 - Financial integrity;
 - Appropriate staffing;
 - Capacity to award sub-grants at a national level.
- **Program Planning/Ability to Achieve Objectives and Project Sustainability:** Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results. There is a clear plan for ensuring the project is sustainable beyond the period of performance.
- **Budget:** The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.
- **Monitoring and evaluation plan:** Applicant demonstrates it is able to measure program success against key indicators and provides milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators, and shows how and when those will be measured.

The United States Department of State strives to ensure that its efforts reflect the diversity of U.S. society and societies abroad. The U.S. Embassy seeks and encourages the involvement of people from traditionally underrepresented audiences in all its grants, programs and other activities and in its workforce and workplace. Opportunities are open to people regardless of their race, color, national origin, sex, age, religion, geographic location, socio-economic status, disability, sexual orientation or gender identity. The Embassy is committed to fairness, equity and inclusion. Proposals should demonstrate substantive support of diversity and describe how diversity will be integrated into all aspects of the program. Applicants should demonstrate readiness to accommodate participants with physical disabilities.

2. Federal Awardee Performance & Integrity Information System (FAPIS)

For any Federal award under a notice of funding opportunity, if the Federal awarding agency anticipates that the total Federal share will be greater than the simplified acquisition threshold on any Federal award under a notice of funding opportunity may include, over the period of performance (see §200.88 Simplified Acquisition Threshold), this section must also inform applicants:

- i. That the Federal awarding agency, prior to making a Federal award with a total amount of Federal share greater than the simplified acquisition threshold, is required to review and consider any information about the applicant that is in the designated integrity and performance system accessible through SAM (currently FAPIS) (see 41 U.S.C. 2313);
- ii. That an applicant, at its option, may review information in the designated integrity and performance systems accessible through SAM and comment on any information about itself that a Federal awarding agency previously entered and is currently in the designated integrity and performance system accessible through SAM;
- iii. That the Federal awarding agency will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards when completing the review of risk posed by applicants as described in §200.205 Federal awarding agency review of risk posed by applicants.

3. Anticipated Announcement and Federal Award Dates

Successful recipient(s) will be notified by August 4, 2020, with anticipated award date to be by September 4, 2020.

F. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal Award Notices

The grant award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The assistance award agreement is the authorizing document and it will be provided to the recipient for review and signature by email. The recipient may only start incurring program expenses beginning on the start date shown on the grant award document signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

Issuance of this NOFO does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.

Payment Method: Payment will be made by EFT. For South African bank accounts, the exchange rate on the date of the transaction will be used.

2. Administrative and National Policy Requirements

Terms and Conditions: Before applying, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply. These include:

2 CFR 200, 2 CFR 600, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available at:
<https://www.statebuy.state.gov/fa/pages/home.aspx>.

Note the **U.S Flag branding and marking requirements** in the Standard Terms and Conditions, as well as the **Fly America Act** guidance.

3. Reporting

Reporting Requirements: Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted. It is anticipated that reports will be due within thirty days of each three-month period, and within ninety days of the final completion of the award period.

G. FEDERAL AWARDING AGENCY CONTACTS

For questions relating to Grants.gov, please call the Grants.gov Contact Center at 1-800-518-4726.

For assistance with the requirements of this solicitation, please contact the U.S. Embassy South Africa Grants Administrator: PretoriaGrants@state.gov.

H. OTHER INFORMATION

Guidelines for Proposal Budgets

- **Personnel and Fringe Benefits:** Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program. The amounts requested in the proposed budget must be consistent with normal, documented amounts paid for similar costs not funded by the U.S. Embassy. Direct employment of existing American Spaces staff must be included here.

- Travel: Estimate the costs of travel and per diem for this program, for program staff, consultants or speakers, and participants/beneficiaries. Expenses for any visiting U.S. experts should NOT be included in this proposal.
- Equipment: Describe any machinery, furniture, or other property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$5,000 per unit. Proposals for extensive equipment purchases should consider the technical and hardware capabilities that are already available at American Spaces.
- Supplies: List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$5,000 per unit, then the appropriate budget category is Equipment. Supplies such as food and beverages for workshops, program materials, limited and specific technological items, and promotional items such as portable hard drives or T-shirts for participants may be included. Proposals should make use of American Spaces technology resources combined with open source editing software as much as possible.
- Contractual: Describe goods and services that the applicant plans to acquire through a contract with a vendor or a consultancy arrangement with existing staff. Also describe any sub-awards to non-profit partners that will help carry out the program activities.
- Other Direct Costs: Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All “Other” or “Miscellaneous” expenses must be itemized and explained. Honoraria for non-staff such as expert panelists, workshop teachers and assistants, or others who are directly relevant to the activities described in section A, above, may be included at normal, reasonable rates.
- Indirect Costs: These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

“Cost Sharing” refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.

Alcoholic Beverages: Award funds cannot be used for alcoholic beverages under any circumstances.

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